

REASONS FOR ALLOWANCE

1. This is an Examiner's statement of reason for allowance.
2. Regarding the claimed terms, the Examiner notes that a "general term must be understood in the context in which the inventor presents it." *In re Glaug* 283 F.3d 1335, 1340, 62 USPQ2d 1151, 1154 (Fed. Cir. 2002). Therefore the Examiner must interpret the claimed terms as found on pages 1-17 of the specification. Clearly almost all the general terms in the claims may have multiple meanings. So where a claim term "is susceptible to various meanings, . . . the inventor's lexicography must prevail" *Id.* Using these definitions for the claims, the claimed invention was not reasonably found in the prior art.
3. The closest prior art Angles et al (U.S. Pat. No. 5,933,811) which discloses a system/method for a sponsored games network. However, Angles singularly or in combination fails to disclose the recited feature:
4. As per claims 1, 47 and 54 "scan the game data to identify a placeholder, insert an instruction in the game data to instruct a user terminal to cause presentation of the advertising during a break point in game play, insert, at the game sponsoring gateway, the advertising at the placeholder, and initiate transmission of the agme data to the user terminal".

Conclusion

5. Any inquiry concerning this communication or earlier communications from the examiner should be directed to Pierre E. Elisca whose telephone number is 571 272 6706. The examiner can normally be reached on 6:30 to 5:00. Hotelier.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Peter Vo can be reached on 571 272 4690. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

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/Pierre E. Elisca/
Primary Examiner, Art Unit 3718